## WKJO-FM 102.3 –FM SMITHFIELD, NC

## **ISSUES AND ANSWERS REPORT**

**FOR** 

STATION WKJO-FM 4<sup>TH</sup> QUARTER 2020

## Compiled by: Rick Heilmann

Radio station WKJO-FM has compiled a list of important issues of major concern to Smithfield, NC. WKJO-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine these issues, and utilizes this list as a basis for our programming response to selected issues each quarter.

The list of issues we determined to be important to the community in the 4<sup>TH</sup> quarter of 2020 includes:

**CR-Crime** 

**DV Diversity** 

**EC-Economy** 

**ED-Education** 

**EV-Environment** 

**FY-Family and Youth** 

**GA-Government Affairs** 

**GT-Growth/Transportation** 

**HS-Health/Safety** 

**NS-National Security** 

**UP-Unemployment/Poverty** 

COVID-19 testing sites and times  Deacon Jones Food Drive  Community Shred Event  Leadership Studies for Attorney  General Studies  Medical Training.Me health educational campaign  Fire Safety Month  Community & Senior Services  Virtual Fair for Agriculture for FFA and 4-H Students  COVID-19 Health Department information availability  Condidate Connection  Condidate Connection  Coat Drive Promotion bomeless  Coat Drive for the homeless  On-air public service announcements	195 108 43 43 63 250 250 27 167 31 31	10/1-12/31 11/18-12/16 10/21-10/31 10/21-10/31 10/1-12/31 10/1-12/31 10/5-11/22 10/5-11/23 10/1-12/31 12/7-12/31 12/16 - 12/30 12/28-12/31 10/1-12/31	rannouncements five. ent on October couments for the public Included commercials to exercise their right to Nov 3. Ind live 60-second bout signs, symptoms rancer and steps to help ty tips to prevent  es, support, and or citizens ronline to allow local 4H tts via video and thibit opportunities social distancing g availability of COVID- railable through the announcements s being overshadowed as are also seeking g availability of the announcements social distancing g availability of the announcements social distancing g availability of COVID- railable through the announcements social distancing g availability of the announcements social distancing announcements social distancing g availability of the announcements social distancing announcements social distancing the announcements social distancing announcements social distancing the announcements social distancing	:20 :60 & :60 & :60 and :20 :60 and :20 :60 :30/:60 :30/:60 :30 and :20 :20 :30 and :20 :20 :30 and :20 :30 and :20	× × × × × × × × × × × × × × × × × × ×	× × × × × × × × × × × × × × × × × × ×	×	×	× × × × × × × × × × × ×	×	×	× × × × × × × × × × ×	×
Name	Times Aired	Run Dates	Description  consistent updates in live announcements about COVID-19		CR DV	N E		2		GA	9		NS.
Deacon Jones Food Drive	108	11/18-12/16	testing opportunities in the local area 60-second recorded and 20-second live announcements	30 06:	+	+	+	$\top$	<del></del>	$\top$	$\dashv$	<del>,</del>	$-\!\!\!+\!\!\!\!-$
Community Shred Event	43	10/21-10/31	Promotion of Community Shredding Event on October providing free shredding of personal documents for the public to protect from identify theft or fraud. Included commercials and live announcements	:60 and :20	×				×			×	$\longrightarrow$
Leadership Studies for Attorney General Studies	63	10/28-11/3	Announcements to encourage citizens to exercise their right to vote in the impending general election Nov 3.	:60		$\overline{}$	$\overline{}$	×	×	×	×	×	$\longrightarrow$
Medical Training.Me health educational campaign	250	10/1-12/31	second symptoms steps to help	:30/:60			×		×			×	
Fire Safety Month	380	10/1-10/31	Aired local Firefighters voicing fire safety tips to prevent accidental fires	:20			×		×			×	
Community & Senior Services	25	10/5-11/22	non-proift organization offering resources, support, and wellness checks for caregivers and senior citizens	:30		×			×	×			-
Virtual Fair for Agriculture for FFA and 4-H Students	167	10/9-11/3	heavy promotion of station's virtual fair online to allow local 4H and FFA students to exhibit their projects via video and photographs when many normal fair exhibit opportunities were forced to cancel due to COVID-19 social distancing restrictions.	:40 and :20		v			×				
COVID-19 Health Department information availability	27	12/7-12/31	Announcements from County informing availability of COVID- 19 testing sites and COVID resources available through the Health Department				×		×			×	
Candidate Connection	59	10/1-11/3	Aired 29 60-second ads and 30 live :20 announcements informing listeners that local candidates being overshadowed by media reporting of national candiates are also seeking office, and have stated their positions and answered questions about their platforms in a locally produced candidate's forum available online.	:60 and :20	_				×	×	×		
Toy Drive Promotion	40	12/9-12/18	oy Drive at Collins Inc Boat Dealer in Smithfield JNC Children's Hospital, promoted on air with mmercials and 8 live :20 liners	:30 and :20					×			×	
Domestic Violence Campaign	31	12/16 - 12/30	Campaign by the North Carolina Coalition Against Sexual Assault informing Domestic Violence victims about their options to seek help from Harbor Women's Shelter		×		×		×			×	
Coat Drive for the homeless	32	12/28-12/31		:40 and :20					×			×	
On-air public service announcements		10/1-12/31	s, church ather &	:10 - :30					×	×	×	×	